



SALES FORCE JOB DESCRIPTIONS

Director Sales Operations Job Description

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About The Sales Management Association

The Sales Management Association is a global professional association focused on sales management's unique business and career issues. The Sales Management Association fosters a community of interest among sales force effectiveness thought leaders, consultants, academics, and sales management practitioners across many industries.

Through training workshops, online resources, and research materials, The Sales Management Association addresses the management issues of greatest concern to practicing sales managers. The Sales Management Association's focus areas include management leadership, sales force performance coaching, sales planning, sales process management, enabling technologies, incentive compensation, and sales force support.

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POSITION OVERVIEW

The Director Sales Operations (DSO) manages support functions essential to sales force productivity. These include planning, reporting, quota setting and management, sales process optimization, sales job design, sales training, sales program implementation, sales compensation design and administration, and recruiting and selection of sales force talent.

The DSO is responsible for the overall productivity and effectiveness of the assigned sales organization. Reporting to the Vice President Sales Operations, the DSO also works closely with internal and external stakeholders to ensure the appropriate objectives and priorities are enabled within the sales organization supported.

JOB RESPONSIBILITIES

- Coordinates sales forecasting, planning, and budgeting processes used within the sales organization. Proactively monitors and strives to maintain high levels of quality, accuracy, and process consistency in the sales organization's planning efforts. As needed, coordinates planning activities with other functions and stakeholders within the firm.
- Supports the equitable assignment of sales force quotas and ensures quotas are optimally allocated to all sales channels and resources.
- Works to ensure all sales organization objectives are assigned in a timely fashion.
- Proactively identifies opportunities for sales process improvement. Works closely with sales management to inspect sales process quality and prioritize opportunities for improvement. Assists sales management in understanding process bottlenecks and inconsistencies. Facilitates an organization of continuous process improvement.
- Monitors the accuracy and efficient distribution of sales reports and other intelligence essential to the sales organization. Recommends revisions to existing reports, or assists in the development of new reporting tools as needed.
- Implements enabling technologies, including CRM, to field sales teams. Monitors the assigned sales organization's compliance with required standards for maintaining CRM data. Works closely with

sales management to optimize the effectiveness of the firm's technology investments.

- Coordinates training delivery to sales, sales management, and sales support personnel in the sales organization supported.
- Provide input to senior leadership in the development and administration of sales incentive compensation programs.
- Working with Accounting, Finance, and Human Resources, provides assistance with sales incentive compensation administration on an as-needed basis, or when required to arbitrate or clarify the application of sales compensation program policies and procedures.
- Directs and supports the consistent implementation of company initiatives.
- Builds peer support and strong internal-company relationships with other key management personnel.

ACCOUNTABILITIES AND PERFORMANCE MEASURES

- Achievement of sales, profit, and strategic objectives for the business unit supported.
- Accountable for the on-time implementation of sales organization quotas and performance objectives.
- Accountable for the thorough implementation of sales organization-impacting initiatives.
- Responsible for the efficient allocation of technology, support, and training resources impacting the sales organization.
- Accountable for accurate and on-time reporting essential for sales organization effectiveness.
- Achievement of strategic objectives defined by company management.

ORGANIZATIONAL ALIGNMENT

- Reports to the Vice President Sales Operations.
- May directly manage a support staff made up of Administrative Specialists, Sales Operations Coordinators, or Analysts.
- Directs the support of sales specialists, implementation resources, service resources, and other sales and management resources as needed, coordinating with the appropriate management-level supervisors.
- Fosters close, cooperative relationships with peer leaders, sales management, and sales and support personnel.

QUALIFICATIONS

- Four year college degree from an accredited institution.
- Two years sales or sales management experience in a business-to-business sales environment.
- Demonstrated proficiency managing analytically rigorous initiatives.
- PC proficiency

ENVIRONMENTAL JOB REQUIREMENTS AND WORKING CONDITIONS

- This position requires extensive travel.
- All prospective employees must pass a background check.

ABOUT THE SALES MANAGEMENT ASSOCIATION'S JOB DESCRIPTION LIBRARY

The Sales Management Association makes these sample job description available to its members in order to provide representative examples of job descriptions – not as a recommendation of job design or specific job responsibilities. Additional job descriptions and resources are available at www.salesmanagement.org.